

Subject: RE: PBID Presentation this morning
From: "Galvin, Michael" <MGalvin@portla.org>
Date: 02/02/2017 12:11 PM
To: 'Lorena Parker' <lparker@sanpedrobid.com>

Lorena,

Thank you for your support. Sounds like you are top of the other issues raised. We really appreciate the hard work you have brought to the BID and see a marked difference in approach and diligence since your arrival. Looking forward to continued joint success in development activities.

Mike

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Thursday, February 02, 2017 11:10 AM
To: Galvin, Michael
Subject: PBID Presentation this morning

Mike,

I would like to thank you for your support of the SPHWBID renewal, your in-depth knowledge of our PBID and the renewal process and the great job you did on the presentation.

Over the past year and a half that I've been here, there were other projects that we were working on such as the creation of the San Pedro Visitor's Map, the Summer Trolley Program and the LA Fleet Week activities.

After hearing some of the questions raised regarding the downtown vacancies this morning, I wanted to address these questions. During the past year, I have wanted to focus on economic development. However, just now with the creation of the DevelopSanPedro.com website have I begun to tackle this issue. The website has only been live for less than a week. We plan to make the website more robust over time. Our goal was to create a tool that will provide investors and potential new businesses the information they need about the LA Waterfront as they decide where to invest their resources. I respect your expertise and am also open to any suggestions you may have to improve the site. Our next focus will be to add an element where visitors to the website can print some information.

Regarding the existing businesses, we will focus on reaching out to them to provide them some additional expertise in basic marketing such as creating a Facebook page and how to use social media. We have learned that there is a great need for improvement in this area and I already have a plan on how I will proceed with this.

Regarding some of the vacancies, we will try to tackle those storefronts one by one. For example, one property owner uses his building as his own personal wood shop. He will never lease his storefront. In this case, I will reach out to him to see if he would be receptive to beautifying his storefront. (i.e. have a permanent art display)

Also, the day we launched the website, one of my property owners was complaining about his vacancy, but it was priced above what the market rate is. After he reviewed the website, he actually lowered his price per square foot because he saw that he priced it three times the going rate.

Anyway, thank you again for all of your assistance and I look forward to the next meeting.

Best regards,

Lorena Parker
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